Elizabethtown College blue is the anchor of our brand palette. It is appropriate for all College communications and should take a primary role in any visual communications.

Our secondary palette comprises four supporting tones that can be used with the primary blue to bring depth, variety, and visual hierarchy to any layout.

- PMS 2945 C100 M73 Y20 K5
  - R0 G75 B152
  - HEX #004B98
- PMS 298 C65 M10 Y1 K0
  - R61 G181 B230
  - HEX #3DB5E6
- PMS 485 C6 M97 Y100 K1
  - R225 G38 B28
  - HEX #E1261C
- PMS COOL GRAY 3 C21 M16 Y17 K0
  - R200 G200 B200
  - HEX #C8C8C8

Our official College logos and E logos are suitable for use on all Etown communications wherever quick and effortless readability can be assured. Keep in mind, though, they are approved for all uses, they might not be the best fit for use at very small sizes (online ads) or when a faster read is required (posters or billboards).

Large blocks of body copy, supporting text, or any text that will be reproduced at a small size should be set in **Gotham**. If you do not have access to **Gotham**, **Verdana** may be used in its place. It is an almost universally available font that is suitable for all Etown communications.

Our athletic marks are vital components of the Etown brand, especially when speaking to an internal audience. They are appropriate College identifying marks for academic communications aimed at general external audiences.

Our **official College logo** and **E logo** are suitable for use on all Etown communications wherever quick and effortless readability can be assured. Keep in mind, though, they are approved for all uses, they might not be the best fit for use at very small sizes (online ads) or when a faster read is required (posters or billboards).

When speaking to an internal audience, they serve as appropriate College identifying marks for academic communications aimed at general external audiences.

The first time our name is used in body copy, it should be spelled out as “Elizabethtown College.” To avoid confusion with the municipality of Elizabethtown, the word “College” must never be omitted. Any subsequent mentions of our name may be shortened to “Etown.” The “E” must always be capitalized and followed by “town” in lowercase. “Etown” may also be used in headlines where appropriate.

If you have any questions or concerns regarding Elizabethtown College, the Etown brand, or how to best use this pocket guide, please contact the Office of Marketing and Communications at OMC@etown.edu.
Elizabethtown College blue is the anchor of our brand palette. It is appropriate for all College communications and should take a primary role in any visual communications. Our secondary palette comprises four supporting tones that can be used with the primary blue to bring depth, variety, and visual hierarchy to any layout.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK Values</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 2945</td>
<td>C100 M73 Y20 K5</td>
<td>#004B98</td>
</tr>
<tr>
<td>PMS 298</td>
<td>C65 M10 Y1 K0</td>
<td>#3DB5E6</td>
</tr>
<tr>
<td>PMS 485</td>
<td>C6 M97 Y100 K1</td>
<td>#E1261C</td>
</tr>
<tr>
<td>PMS Cool Gray 3</td>
<td>C21 M16 Y17 K0</td>
<td>#C8C8C8</td>
</tr>
<tr>
<td>PMS 289</td>
<td>C99 M84 Y45 K51</td>
<td>#0A2240</td>
</tr>
</tbody>
</table>

Large blocks of body copy, supporting text, or any text that will be reproduced at a small size should be set in **Gotham**. If you do not have access to Gotham, **Verdana** may be used in its place. It is an almost universally available font that is suitable for all Elizabethtown communications.

---

**OUR MARKS**

Our **official College logos** and **E logos** are suitable for use on all Elizabethtown communications whenever quick and effortless readability can be assured. Keep in mind, though, that they are approved for all uses, they might not be the best fit for use at very small size (online ads) or when a faster read is required (posters or billboards).

Our **athletic marks** are vital components of the Elizabethtown brand; however, they should be used to enhance the design of your materials. It is essential to consider the appropriate **College identifying marks** for academic communications aimed at general external audiences.

---

**OUR BRAND PALETTE**

Our **official College wordmark** is appropriate for use in all Elizabethtown advertising and communications. Its compact and bold font is ideal for situations when the Elizabethtown name needs to be readable at a small size (such as on a business card or digital ad) or viewed at a distance (as on a billboard or poster). It is appropriate for use in all Elizabethtown advertising and communications.

---

**OUR BRAND FONTS**

Elizabethtown College blue is the anchor of our brand palette. It is appropriate for all College communications and should take a primary role in any visual communications. Our secondary palette comprises four supporting tones that can be used with the primary blue to bring depth, variety, and visual hierarchy to any layout.

---

**WANT TO KNOW MORE?**

If you have any questions or concerns regarding Elizabethtown College, the Elizabethtown brand, or how to best use this pocket guide, please contact the Office of Marketing and Communications at OMC@etown.edu.
**OUR BRAND STORY**

Our brand is more than a logo. It’s more than a name or a particular shade of blue. It’s our reputation. It’s how the world perceives us. Our brand is a living, breathing thing, and we are the ones who give it life.

This is our brand story as told in five chapters. It is built on months of research and interviews with our entire community—students and faculty, administrators and staff, alumni and parents. But it is not only an account of who we are, it is a practical tool for sustaining the Elizabethtown College brand.

You are our most valued brand ambassador. Every day, your words and deeds share our story with the world. And to do that effectively, it’s an education that will make you exceptional in whatever profession you choose.

1. **ACADEMICS**
   - **BE EXCEPTIONAL.**
     - All Etown’s are not created equal.
     - We want exceptional so we combine the most sought-after professional programs taught by outstanding faculty, administrators, and staff with mid-career earnings 27% more than predicted is what an Etown education delivers.

2. **OUTCOMES**
   - **SMART VALUE, HIGH REWARD.**
     - Can you just imagine where you want to go after graduation?
     - Etown’s students go on to top schools and earn a median starting salary of nearly $50,000 upon graduation.

3. **RETURN ON INVESTMENT**
   - **SMART VALUE.**
     - Can you do good in the world and earn a good living too? Our students do.
     - High-quality, high value, and the kind of earning power that we consider the rewards of your hard work? Our students do.

4. **STUDENT LIFE**
   - **LIVE OUT LOUD.**
     - Etown’s student-centered culture is at the heart of everything we do.
     - From being known for faculty mentoring to connecting students to nearby city centers for internship and career opportunities to tutoring local children over several years of elementary school, we are birds of a feather who have found each other. We flock to this place because we believe in using our talents, empathy, intellect, and energy to confidently serve the world. Etown is where we discover how.

5. **COMMUNITY AND NETWORK**
   - **BLUE JAYS. ALWAYS.**
     - Blue Jays are always. An Elizabethtown education is for people who feel the pull to contribute to the world. More than 20,000 alumni are Blue Jays, and we are birds of a feather who have found each other.

**BRAND PROMISE**

No other college will engage you in finding and pursuing your life’s calling, your life’s work, and your most fulfilling future like we do.

**BRAND POSITION**

We take students farther, faster because we are a 21st century hybrid combining high-quality professional programs, real-world experience, and a 90+ year learning tradition of thriving critically, analyzing deeply, and communicating effectively.

**OUR MOTO**

_Educate for Service_

_The Educate for Service mission is a living, breathing mission. Most people think of service only as volunteerism. But service is advocating in a peaceful way for the causes they care about and making sure that the world’s a better place._

**THE BIG E**

The Big E is a graphic element that may be used as a decorative component in College communications. While based on the form of a capital E set in Clarendon Bold Condensed, it has been altered somewhat and is not the same as the letter E set in that font. Therefore, it should only be reproduced from original vector art as provided by the Office of Marketing and Communications. The Big E is not an approved College logo. Therefore, while it is a useful graphic device, it should not take the place of the approved logo on College communications.

---

**OUR MOTTO**

_Educate for Service_
Elizabethtown College blue is the anchor of our brand palette. It is appropriate for all College communications and should take a primary role in any visual communications. Our secondary palette comprises four supporting tones that can be used with the primary blue to bring depth, variety, and visual hierarchy to any layout.

- **PMS 2945**
  - C100 M73 Y20 K5
  - R0 G75 B152
  - HEX #004B98

- **PMS 298**
  - C65 M10 Y1 K0
  - R61 G181 B230
  - HEX #3DB5E6

- **PMS 485**
  - C6 M97 Y100 K1
  - R225 G38 B28
  - HEX #E1261C

- **PMS COOL GRAY 3**
  - C21 M16 Y17 K0
  - R200 G200 B200
  - HEX #C8C8C8

- **PMS 289**
  - C99 M84 Y45 K51
  - R10 G34 B64
  - HEX #0A2240

Large blocks of body copy, supporting text, or any text that will be reproduced at a small size should be set in **Gotham**. If you do not have access to Gotham, **Verdana** may be used in its place. It is an almost universally available font that is suitable for all Elizabethtown communications.

**OUR MARKS**

Our official College logos and sub-logos are suitable for use on all communication channels. When speaking to an internal audience, they serve appropriate College identifying marks for academic communications aimed at general external audiences.

- **Elizabethtown College**
- **Etown**
- **Brown**
- **Athletic Marks**

**OUR BRAND PALETTE**

Elizabethtown College blue is the anchor of our brand palette. It is appropriate for all College communications and should take a primary role in any visual communications. Our secondary palette comprises four supporting tones that can be used with the primary blue to bring depth, variety, and visual hierarchy to any layout.

**OUR NAME**

The first time our name is used in body copy, it should be spelled out as “Elizabethtown College.” To avoid confusion with the municipality of Elizabethtown, the word “College” must never be omitted. Any subsequent mentions of our name may be shortened to “Etown.” The “E” must always be capitalized and followed by “town” in lowercase. “Etown” may also be used in headlines where appropriate.

**OUR BRAND FONTS**

Elizabethtown Bold Condensed is our primary font. Its distinctive character makes it the perfect choice for headlines or any text that needs a bit of extra attention. It is, however, not appropriate for large blocks of body copy.

**WANT TO KNOW MORE?**

If you have any questions or concerns regarding Elizabethtown College, its brand, or how to best use this pocket guide, please contact the Office of Marketing and Communications at OMC@etown.edu.